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April 20, 1987

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

P&G hops on regional trend

By LAURIE FREEMAN

Procter & Gamble Co. is moving toward regional marketing for its top-selling national brands, which may mean further changes in its pioneering brand management system.

The Cincinnati-based consumer products giant is considering renaming its assistant brand managers "regional/assistant brand managers," said a former P&G brand manager. The managers would track product sales, market-share changes or variations on a regional basis and then develop market-specific strategies to improve sales, the source said.

Proctor is the first major household products company to develop a regionalized strategy—a trend begun in the food industry—although Lever Bros. has made moves in the marketplace indicating its interest in this approach.

P&G has appointed a regional marketing director in its national sales organization whose main responsibility is "identifying some regional opportunities," according to a spokeswoman.

No changes have been made in the basic brand-management structure, she added.

It is not known whether the funds to fuel regional or local marketing programs would come from national advertising and/or promotion budgets.

General Foods Corp. is setting up a localized marketing plan that will be funded by trade-promotion dollars (AA, Feb. 9).

P&G is the nation's largest advertiser, with expenditures of \$1.6 billion in 1985 for its current operations; full-year '86 figures aren't yet available. Its fiscal 1986 sales were \$15.4 billion.

"It's not surprising that Procter would test, if not add, such an approach because of the

(Continued on Page 96)



Ward's chief hails new image

Bernard Brennan, Montgomery Ward's president-CEO, says "People don't dislike us . . . they just ignore us." (See Page 3.)

Playtex first to model lingerie

Nets strip undie ad policy

By PAT SLOAN

Lingerie will be modeled in network TV commercials for the first time May 4.

That's when International Playtex breaks new commercials for its Cross Your Heart bra, taking advantage of a reversal of policy by the Big 3 networks. Until recently, each has prohibited the modeling of lingerie by live models.

ABC-TV dropped the commercial content restriction last November, informing marketers of the change in December. Stamford, Conn.-based Playtex then contacted CBS and NBC, and both changed their policies.

NBC, however, restricts the advertising to daytime. All three networks still require the commercials be in

"good taste."

The Playtex campaign is budgeted at \$4 million. The two new commercials by Grey Advertising, New York, were filmed in Australia.

Bali Co., a division of Sara Lee Corp., now may change its scheduled airing of a live-model commercial for its new Isotoner bras and panties.

Developed by DFS Dorland Worldwide, New York, the spot is part of a New England market test for Isotoner intimate apparel. The commercial is scheduled to air on the three Boston network affiliates at the end of May, but sources report that airing may be moved up to early May.

Not every underwear advertiser is rushing to use live

(Continued on Page 96)



Playtex commercials running in Europe already feature women modeling lingerie. This European spot was created by Grey Advertising.

Court fight predicted as Fla. ad tax looms

By STEVEN W. COLFORD

TALLAHASSEE, FLA.—Ad industry leaders plan to go to court to stop Florida's 5% ad tax now that an 11th-hour lobbying blitz in the state Legislature failed.

The sales tax bill could be approved as soon as this week, and take effect July 1.

In a display of political muscle, pro-tax forces in the state Senate and House last week defeated ad industry-backed amendments that would have exempted advertising from the sales tax. The vote was 24-16 in the Senate and 75-39 in the House.

"The battle is far from over," said American Advertising Federation President Howard Bell following the defeats.

If final appeals to the conference committee and the Florida governor fail, Mr. Bell said the industry "will

consider all legal options to prohibit this costly, inequitable and ill-founded state sales tax on advertising."

Officials from the AAF, the Association of National Advertisers and the American Association of Advertising Agencies met last week in Washington to discuss strategy; late in the week the ANA said it is forming a special litigation committee to examine possible court challenges.

So far, the industry is fighting a losing battle against the bill, which not only would tax advertising that originates within the state but also advertising that enters the state via national media.

The tax on national advertising is an unprecedented step that has made Florida a major battleground for the ad industry.

Industry officials fear that the Florida move will be

(Continued on Page 94)

Last Minute News

Bates may lose \$40M Xerox account

STAMFORD, CONN.—Several New York agencies have approached Xerox Corp. here about handling its \$40 million account, agency sources say. However, Xerox denies it is considering moving the account, now at Ted Bates Advertising, because of a conflict with sister agency Backer & Spielvogel, which handles NCR. The sources say Xerox is about to replace the Bates-created office products campaign, featuring an actor portraying Leonardo da Vinci.

Colgate takes country route with Curad

NEW YORK—Colgate-Palmolive today breaks a 30-second network TV spot for its Curad adhesive bandages, featuring country & western star Hank Snow's song "I Don't Hurt Anymore." The spot shows children "ouchlessly" removing the bandages. FCB/Leber Katz Partners handles (see related story on Page 3).

Nets ride high in third-quarter sales

NEW YORK—An unusually brisk third quarter for the Big 3 TV networks' scatter ad sales is inspiring hopes among broadcasters but warnings from agency executives, according to Electronic Media. Inventory is selling at 30% to 60% above upfront prices, and ABC, (Continued on Page 8)

Highlights

Hart, Simon hats in ring

The latest pair of Democrats to plunge in the '88 presidential sweepstakes are going to face image problems unique to their experience levels—Gary Hart is an old hand at chasing the presidency and Paul Simon is a novice.

MasterCard's new possibilities

MasterCard International will end its "Master the possibilities" TV campaign in July and resume in September with new creative to compete with Visa International's Olympics-inspired ad push. MasterCard's \$40 million account is under review.

NARB to handle Bryan Foods dispute

The Council of Better Business Bureaus' National Advertising Division referred a case involving Sara Lee Corp.'s Bryan Foods unit to the National Advertising Review Board after failing to resolve a dispute over Bryan's ad claims. Competitors have continued to complain even though Bryan agreed to modify TV and print claims more than a year ago.

4A's worries about Big 3 cost-cutting

The American Association of Advertising Agencies is concerned Big 3 TV networks may discontinue commercial-clearance programs and reduce efforts to review marketers' complaints about competitors' spots. Four A's President Leonard Matthews said he "will not [let] go unanswered" the letter his group sent to the networks, arguing against major changes in commercial-review procedures.

J&J makes healthy expansion

Johnson & Johnson, which has built a reputation on products that treat the ills of America, will branch out to keeping people healthy. J&J's new subsidiary, Johnson & Johnson Health Management, will market health maintenance programs to business.

Burger King: Service crucial to success

Burger King Corp. executives said in-store service is the key to restaurant marketing. But other, smaller chains voted for the power of advertising by announcing new programs. Both opinions were expressed to financial analysts and portfolio managers at a conference sponsored by Prudential-Bache Securities.

'M*A*S*H'ing together IBM campaign

When Lord, Geller, Federico, Einstein first entertained the idea of re-assembling the cast of the "M*A*S*H" TV series to introduce IBM Corp.'s newest computers, the concept almost died on the spot. Later, the campaign turned into a reunion for the actors, some of whom hadn't worked together in more than a decade.

DFS Dorland faces lawsuit

Saatchi & Saatchi's ability to juggle clients within its agency network is being tested by a U.K. retail client. Dixons Ltd., an electrical goods retail chain, fired Saatchi-owned DFS Dorland from its \$42 million account and sued the agency last week in a bid to prevent it from working for another retailer, F.W. Woolworth.

INTERNATIONAL

Nestle challenges J&J

Swiss-based Nestle is extending its baby-food marketing expertise to baby-care products in an effort to challenge Johnson & Johnson in several markets around the world.

Dentsu restructures image

Dentsu Inc., which celebrates its 86th anniversary July 1, is in the midst of a campaign to focus its image as a major diversified international communications company.

OTHER NEWS

Coca-Cola Telecommunications, Bohbot & Cohn Advertising and DIC Enterprises have formed Parkside Entertainment, a barter syndication venture, to sell commercial time on children's animated series. Parkside believes the partnership can reduce the costs of syndicating animated shows. Page 28.

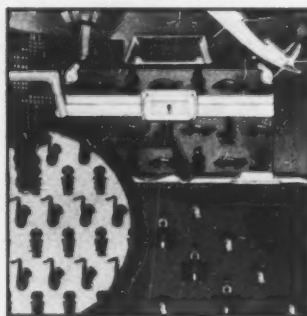
Now that James B. Beam Distilling Co. has tripled its size and doubled its agency roster, it must absorb its newfound wealth. Beam may consolidate National Distillers' \$27 million marketing budget with its own Chicago agencies. Page 32.

Anheuser-Busch's Zeltzer Seltzer flavored soda has angered rivals in the soft-drink and bottled-water industries, who charge Zeltzer Seltzer's packaging is confusing and its name misleading. Page 32.

The credit-card industry is tying in with other industries as banks issuing cards begin to adopt a new promotional strategy called affinity marketing. Page 81.

Mergers are in the works between Doyle Dane Bernbach and Needham Harper Worldwide agencies in Australia, New Zealand and the U.K. The moves come as DDB Needham Worldwide reassesses how it will operate in overseas markets. Page 92.

SPECIAL REPORT



Travel and Tourism—Second-tier cities are building and renovating downtown facilities to gain a greater share of the lucrative convention, travel and tourism business. The formula for success in rebuilding or creating a new city image appears to demand wide local support and a strong and determined leader.

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GF exec out as coffee ad fund slashed

By JUDANN DAGNOLI

The president of General Foods' \$2.5 billion Maxwell House division resigned as GF prepared to cut its \$70 million coffee advertising budget by 25%.

Stephen Morris, 43, said he resigned as Maxwell House president earlier this month because of "philosophical differences in how to manage the business."

Mr. Morris, reached by telephone at his Chappaqua, N.Y., home, would not confirm that his decision was related to the ad-budget cut, estimated at \$17.5 million for the Maxwell House, Sanka, Brim and Yuban brands.

Mr. Morris said changes were underway at Maxwell House that

"are completely different than anything previously discussed [at the Rye Brook, N.Y.-based company]." He would not elaborate on that statement.

The development has reignited long-standing speculation Maxwell House may be up for sale. Talk also has been fueled by the appointment of Raymond Vialat, VP-group executive, desserts division, to replace Mr. Morris. Before GF sold its Gaines pet food division to Anderson, Clayton & Co. in 1982, Mr. Vialat was made the division's marketing manager.

Both GF and Mr. Vialat, 43, adamantly denied Maxwell House will be spun off. Mr. Morris also said he considered it extremely unlikely

(Continued on Page 97)

May expand beyond ABC

Coors, Stroh link for tv boxing buy

By BRIAN MORAN

Rivals Adolph Coors Co. and Stroh Brewery Co. have made an unusual joint advertising buy on ABC Sports and say they hope to extend their collaboration to other network and cable TV dayparts.

The joint buy involves splitting the beer sponsorship of a four-event, weekend afternoon boxing series on ABC.

The series began April 19 with Stroh underwriting "Schlitz Malt Liquor Professional Boxing," a telecast featuring the World Boxing Association junior middleweight title fight between champion Mike McCallum and Milton McCrory.

The second event, "Coors Professional Boxing," will feature the

May 3 International Boxing Federation light-heavyweight bout between champ Bobby Czyz and Jim MacDonald.

Each brewer has an option with ABC Sports for an additional fight—Stroh in June, Coors in July.

The brewers' joint bid for the boxing series is another indication of the willingness of advertisers to rewrite traditional relationships and practices with the media, particularly TV. Executives of Golden, Colo.-based Coors and Detroit-based Stroh said they hope to forge similar two-party buys in other TV dayparts when their marketing needs are compatible.

"We've talked [about] the concept with all three networks and with the cable networks," said

(Continued on Page 97)

Lucky for Grey

By MARCY MAGIERA

Lucky Stores last week named Grey Advertising, Los Angeles, to handle its recently consolidated Northern and Southern food divisions' \$30 million account.

Lucky, based in Dublin, Calif., was previously handled by Cochrane Chase, Livingston & Co., Newport Beach (Southern division), and Shelly Berman Communications West, Oakland (Northern division). D.Y.R., Los Angeles, had been the agency for Lucky's Gemco division, which is now defunct.

Mojo MDA-Allen & Dorward, San Francisco, continues on corporate projects.

Grey resigned the \$14 million account of Vons Grocery Co., a client of 14 years, in February, about the time Lucky was announcing its

combined business would go into review.

Grey Chairman-CEO Miles Turpin denies the agency had an inside track for Lucky. "We had to compete for the business just like anyone else," he said, "and we had to be divorced from Vons before we could go after it."

El Monte-based Vons earlier this month selected J. Walter Thompson USA, Los Angeles, to replace Grey (AA, April 6).

Lucky's business includes 341 Lucky and Food Basket stores in California and the 48-store Southwest division. Lucky is the seventh-largest supermarket chain in the U.S.

Vons dominates supermarket sales in southern California, followed by Federated's Ralphs division (which includes Giant) and Lucky.

Cushman campaign targets businesses

By PATRICIA WINTERS

New York—National commercial real estate company Cushman & Wakefield is running a cable TV and print campaign designed to increase its profile among businesses.

"In the past, our advertising was pretty spotty," said Denise Dreany, Cushman & Wakefield ad manager. "We've become more sophisticated and aggressive about the need to advertise to corporate America."

A 30-second TV spot airing on Cable News Network and Financial News Network is themed "Business America's real estate firm"—a tagline introduced last year (AA, April 6).

Print ads in business and real-estate publications give specific examples of how Cushman & Wakefield has handled some of its clients' needs.

Companies highlighted include Federal Express, Honeywell and Physicians Health Services, a health maintenance organization. Rosell, Jacobs, Kenyon & Eckhardt, New York, is the agency.

In the first nine months of 1986, Cushman & Wakefield spent \$300,000 in measured media, according to Leading National Advertisers. Spending for its latest effort is estimated at more than \$1 million.

Cushman & Wakefield has offices in 60 markets and competes against a host of regional companies, as well as national ones such as Sears, Roebuck & Co.'s Coldwell Banker subsidiary. #

Addenda to Agency issue

CHICAGO—The Agency Profile issue of ADVERTISING AGE (AA, March 26) contained some entries that require correction and/or clarification.

● In the chart on leading agencies in the top 75 markets (AA, March 26, P. 135): Weightman Group, listed at \$54 million in billings in the Philadelphia market, should have been \$86 million. The \$54 million that was listed reflects billings solely for Weightman Inc. in Philadelphia.

Wolkas Advertising, Albany, N.Y., with 1986 annual billings of \$5.4 million, should have been included in the listing for the Albany market.

DFS Dorland Worldwide, New York, with annual billings of \$709.4 million, should have been included in the listing for the New York market.

● A footnote (P. 18) reported Young & Rubicam, New York, as owning 50% of HCM and 49% of DYR. Y&R actually owns 49% of HCM and 50% of DYR. Y&R's 1985

estimated billings from its Y&R core shops should have been \$988 million, not \$1.1 billion (P. 130).

● In the profile on W.B. Doner & Co., Southfield, Mich. (P. 40), James Dale, vice chairman-corporate creative director, was misidentified.

● The first name of Lloyd Highbloom, exec VP-director of the business development group, DDB Needham Worldwide, was misspelled (P. 37).

● Omnicom Group's worldwide billings were \$5.82 billion, not \$5.59 billion (P. 136).

● Klemtner Advertising, New York, had 1985 gross income of \$6.7 million, not \$4.8 million (P. 116).

● Hill, Holliday, Connors, Cosmopolos, Boston, was reported as losing the Spalding account, but it lost only the golf club portion. It con-

tinues to handle golf balls, team sports and corporate advertising for Spalding (P. 48).

● Stone & Adler, Chicago, involved 100% in direct-response advertising, should have appeared as the sixth-ranked agency in direct marketing on the chart (P. 118) based on its U.S. billings of \$96.9 million.

● Lockhart & Pettus, New York, had billings of \$2,878,000 in materials and services for 1986, not \$2,300,000 (P. 118).

● Figures for Spangler/Fischer Advertising, Minneapolis, on the gross income chart rankings (P. 18) should have been an estimated \$946,700 gross income on billings of \$6,150,900 in 1986, and \$675,800 gross income on billings of \$4,359,600 in 1985, which were the figures appearing in the agency's profile (P. 131). #

Top 25 U.S. cities by total agency domestic billings

Rank	City	Shops reporting	Total domestic billings 1986	1985	% chg
1	New York City	179	\$19,974.7	\$18,330.4	9.0
2	Chicago	71	4,908.3	4,644.2	5.7
3	Los Angeles	56	2,953.7	2,699.9	9.4
4	Detroit	27	2,436.0	2,196.3	10.9
5	San Francisco	24	1,265.9	1,186.3	6.7
6	Dallas	17	968.5	865.3	11.9
7	Boston	22	842.5	649.0	29.8
8	Minneapolis	16	832.2	747.0	11.4
9	Atlanta	20	594.7	666.1	(10.7)
10	Philadelphia	27	554.1	480.6	15.3
11	Cleveland	12	461.5	440.1	4.9
12	St. Louis	8	442.6	436.3	1.4
13	Houston	15	379.1	353.0	7.4
14	Pittsburgh	9	300.2	272.0	10.4
15	Washington	8	266.5	234.6	13.6
16	Baltimore	8	262.8	224.7	17.0
17	Milwaukee	11	222.5	198.3	12.2
18	Seattle	7	175.0	175.3	(0.2)
19	Kansas City	7	170.1	140.0	21.5
20	Columbus, Ohio	4	133.2	110.9	20.1
21	Rochester, N.Y.	5	130.6	118.6	10.1
22	Akron, Ohio	3	126.1	117.3	7.5
23	Denver	9	116.5	113.7	2.5
24	Greenville, S.C.	3	111.9	112.4	(0.4)
25	Richmond, Va.	3	111.9	71.3	56.9

NOTE: Dollars in millions. Where possible, billings of large agencies were apportioned to individual offices. Some estimates were used. Agency universe is the Ad Age 500.

Because computer-generated errors were found in the "Top 25 cities" chart (AA, March 26, P. 129), this version should be substituted.

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Special Report

Travel & Tourism

Second tier cities winning top rated events

By Sharon Donovan

Location, location, location—the maxim used to pinpoint the top three criteria for a successful real estate investment turned out to be only one factor that earned New Orleans the 1988 Republican convention—a first for this sultry southern city.

What convinced GOP officials that "New Orleans is the best possible place for us to do our work and have fun at the same time?"

It was a tireless, unrelenting lobbying effort that overcame questions about budget problems, high crime, a lagging economy and traditional Democratic ties.

In exchange for location, facilities and hospi-

Sharon Donovan is the ADVERTISING AGE correspondent in Louisiana.

tality, the convention, Aug. 15 to 18, 1988, is expected to pour about \$50 million into the local economy and give the city unprecedented national exposure. That does not include what planners and television crews will spend during

Leading promotional advertising budgets*

City	1986 budget
1. St. Louis	\$2,500,000
2. New York	2,000,000
San Antonio	2,000,000
Philadelphia	2,000,000
5. Indianapolis	1,600,000
6. Atlanta	1,342,900
7. Los Angeles	1,000,000
8. Chicago	500,000
9. Detroit	450,000
10. Oklahoma City	246,000

Cities listed are those with convention promotional budgets available to the public
Source: ADVERTISING AGE

the set-up procedure for 50 days prior to the convention opening.

But the multimillion dollar expenditures are not the most important items, says Jerome P. Dickhaus, executive director to the mayor for economic development.

"The significant element is the residual. It's the focus on the city for such a long time," Mr. Dickhaus says. For the last three years New Orleans had no advertising or promotion budget to attract convention and tourism business. "So the impact of just the advertising and marketing value is phenomenal."

The eight months of lobbying began last spring and after the field narrowed in January from 10 cities to three, New Orleans, Kansas City and Atlanta, the GOP selection committee was swayed by Republican National Committee Chairman Frank Fahrenkopf Jr.'s preference for

(Continued on Page S-2)

Second tier

(Continued from Page S-1)
holding the convention in the Deep South—an attempt to increase the party's regional strength.

In tandem with the impor-

They vowed to leave no stone unturned in the run to woo . . . the site selection committee.

tance of the location was the attraction of the Superdome and its 76,800 seats, and a proximity to 26,000 hotel rooms within 30 minutes drive.

Not the least among New Orleans' selling points was its old-fashioned southern hospitality. "I began to realize the whole thing was kind of personal," says

Peggy Wilson, the city councilwoman who helped map the strategy to snag the convention.

Although other cities saw New Orleans as the one to beat, New Orleans saw itself as the dark horse. The city made a pitch for the 1984 GOP convention, but President Reagan wanted the event in Dallas, and that ended that.

This time, the organizers vowed to leave no stone unturned in the run to woo the nine-member site selection committee.

For the first introduction in July, when the selection committee officially visited New Orleans, they were each assigned a "sitter"—a local Republican who took special care to court his charge. They were feted at the city's best restaurants and in the finest private homes.

Another, unofficial, visit to the city was from an invitation to attend a Saints-Redskins football game in the Superdome.

The red carpet was rolled out again via dinner at historic Gallier Hall in the French Quarter. State Democratic officials, led by Gov. Edwin D. Edwards, and U.S. and state senators and representatives were part of the affair catered by six local restaurants at no charge. Wine and liquor were donated by local suppliers and a department store decorated the hall.

After dinner, guests were driven in donated limousines to the palatial homes along St. Charles Avenue for dessert with prominent New Orleans families.

The subtlety of their strategy was not lost. "In no other city had leading citizens opened their homes to the committee as they did in New Orleans," says

Nathan Landow, selection committee chairman.

In addition, Louisiana Republicans made it their business to visit site selection committee members and key Republican National Committee members in their hometowns.

Organizers also sent all 192 RNC members "reminders" of New Orleans: king cakes, pralines, bottled gumbo, trinkets, an Audubon Zoo poster, a video tape about New Orleans, an

Geoff Gove/The Image Bank



audio tape of local music, and baskets from the French Market. "Every time they came back from visiting a competing city, we had a gift waiting for them and a note asking them to remember New Orleans," Ms. Wilson says.

One of the organizers' greatest lobbying strengths was their ability to respond. When there was a suggestion that the business community didn't seem to



Guido Alberto Rossi/The Image Bank

Location, plus an unrelenting lobbying effort, Bourbon Street and jazz, the Superdome and nearby hotels, and that good old fashioned southern hospitality enticed the GOP to this sultry city.

support the convention effort, organizers recruited 25 of the city's top chief executive officers to write letters. The campaign brought 200 letters, five times as many as generated by Kansas City and 15 times the number from Atlanta, says Ms. Wilson.

The daily newspaper, the *Times-Picayune*, launched a letter writing campaign supported by full-page ads providing readers with forms to compose their own invitations to the GOP committee. This effort produced 500 letters that the paper forwarded to the RNC.

The organizers also recruited residents in the home states of the selection committee members to write letters on New Orleans' behalf.

However, every campaign has a trump card. And a number of convention backers credit Mayor Sidney Barthelemy, who made scores of telephone calls, wrote letters, trekked to endless dinners and cocktail parties, with holding the winning hand.

"Sidney Barthelemy has been very gracious," said Ebbie Spivey, a site selection committee member from Mississippi. "Even being a Democrat, he's been extremely nice to us."

Early skeptics thought the city's Democratic tradition would be a strike against it. But proponents argued that the number of registered Republicans and GOP elected officials in Louisiana is growing.

The mayor convinced the GOP that the city's financial woes are temporary and they won't impede the city's ability to host the convention or meet its contractual obligation for \$8 million in services from public or private sources.

Critics who voiced concern about a dramatic increase in crime were silenced with "Every city has crime," and reassured that the city will provide adequate security.

"New Orleans did more than everyone else," says Carl Gillis Jr., Georgia committee member. But, he added, "If it didn't have any better facilities than Seattle, that sort of thing wouldn't help at all."

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Signing celebration sparks showtime

By Ed Fitch

The folks at the Philadelphia Convention & Visitors Bureau are expecting a better turnout this time around. The first Constitutional Convention pulled some 55 people, most of whom stayed at the Indian Queen Tavern or City Tavern. This summer bureau officials expect about 5½ million to 6 million people to fill the city's hotels as participants in We The People 200, the bicentennial celebration of the 1787 Convention.

A 15% to 20% increase in visitors is likely, says Paul Decker, the bureau's VP-tourism, "and I think hoteliers will see a 7 to 10 point jump in occupancy."

Despite this increase, Mr. Decker is predicting there will be room at the inns. "We don't anticipate too many sellouts, maybe five." One reason is the celebration is not a one-day event, but a May to September series of events.

The program was designed to

avoid human waves. "That kind of thing gives you bad press, and people get the attitude that they won't be able to find a room, so why bother?" he says, alluding to last year's Statue of Liberty celebration problems.

That's not to say the celebration, which will feature daily soapbox oratory, musical performances and life-and-drum parades, intends to play second fiddle to any historical event. "We're going for the maximum," Mr. Decker says. "But you couldn't sustain it over such a long period without exorbitantly high costs."

The celebration instead will feature a carefully conceived mix of main events and smaller-scale exhibits and projects. The showstoppers predictably are scheduled for Memorial Day, July 4, Labor Day and September 17, the 200th anniversary of the Constitution's signing, which will be marked by the largest parade in U.S. history.

To pull people to the celebration, the bureau and Philadelphia-based Spiro & Associ-

ates created a \$1.4 million print campaign that highlights specific events and targets the groups most likely to attend them, says Sam Rogers, the bureau's VP-communications. "For example, an event related to cooking was promoted heavily in New York. The opening weekend is being pushed primarily in New York, Wilmington, Harrisburg and Washington."

Magazines will command \$1 million of the budget; Time alone will corner about \$400,000. Other magazines that will carry the ads—featuring a Ben Franklin look-alike—are *Better Homes & Gardens*, *Ebony*, *Ladies' Home Journal*, *Signature*, *Travel & Leisure* and *Travel Holiday*. "[They are] books we've had strong conversion rates from inquiries in the past," he says. A small schedule also is being placed in history buff magazines.

The trade was wooed a while back. Convention business was first solicited two years ago, and tour operators six months later, Mr. Rogers says. Public relations coverage has been extensive, and the bureau has engineered a major spring thrust to place stories in newspaper travel sections. Although most tour arrangements were finalized last fall, "if a tour operator has people come in and ask what they have going to Philadelphia, we may pick up some last minute business," Mr. Decker says.

Tour operators will find a

warmer welcome in the City of Brotherly Love this year than they did during the 1976 Bicen-

Big time in "Big D"

Leading 1986 convention cities

City	Number of conventions*	Number of hotel rooms**
1. Dallas	2,090	37,601
2. Atlanta	1,470	35,000
3. New Orleans	1,000	26,000
4. New York	971	100,000#
5. San Antonio	954	16,000
6. Washington	857	47,000
7. Sacramento	856	2,500
8. St. Louis	782	20,000
9. Houston	727	36,000
10. Chicago	690	40,000

*Convention figures represent those held within city limits or city convention bureau designations

**Within 30-minute drive of downtown

#Within city

Source: Advertising Age

ennial. "The hoteliers didn't do any favors for the tour operators during the Bicentennial," he says, "and they learned some lessons from it. During the peaks, they'll go close to the rack. But they won't kick up their rates too much throughout the season."

Another lesson in fiscal responsibility was taught during the Bicentennial. In putting together that event, the organizers "threw money into a hole," Mr. Decker says.

About \$10 million of We the People's estimated \$17 million cost is covered already, says Hobbie Cawood, superintendent of Independence National Historical Park and chairman of the celebration. Local, state and national government funding has helped, he says, as have founda-

tion contributions and donations of services, such as legal, accounting and phone expenses.

Licensing projects—including such items as We The People-labeled California wines, Lenox china, a Franklin Mint flag set—are providing revenues.

"We broke down the various elements and put price tags on them," Mr. Cawood says, "and this has gone nicely."

Of the 35 sponsors, Bell of Pennsylvania is the largest, having underwritten a \$1.3 million exhibit. "Anything that's been an attractive project in the \$100,000 to \$250,000 range has gone quickly," he says.

What's left is a \$2.5 million pavilion just begging for a corporation to call its own. "This is the centerpiece for the whole thing," Mr. Cawood says. "It's where Congress will meet and will be the focal point for many events; it's going to get a lot of TV coverage. It could be the focal point of a great marketing effort—but it's a tough sell."

Despite the hoopla over the Constitution's bicentennial Mr. Decker says attracting convention business also is a tough sell.

"We had some response based on We the People. I can't put an exact number on it, but we'll have a better than average year for conventions," he says.

To be a spectacular year, the bureau would need the new convention center and accompanying hotel rooms that are still in the planning stages.

If construction begins this year, the center should be open for business in 1991. Although that's too late for this year's celebration, the city can look forward to more convention and hotel revenue in the future. In a city where a cracked bell is a major attraction, We The People 300 has a nice ring to it.

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Portland, ME

PORTLAND NEWSPAPERS: 390 Congress Street, Portland, ME 04101, Source: S&MM 1981 & 1985, Data Service, 1986 Survey of Buying Power

Tour guide helps cut through the fat at the supermarket

Fitness fans who want to eat light but don't know how to shop light now have a way to find out. Dallas dietitian Leni Reed is conducting "Supermarket Savvy Tours," 2½-hour jaunts through supermarket aisles to point out healthy, low-fat, high-fiber, nu-



Leni Reed leads a tour group down the healthy path in the supermarket.

tritionally balanced foods to consumers.

The idea was born out of major frustration. "My clients would listen to what I was saying about healthy eating while they were in my office," she explains, "but then they'd go to the market and buy junk food out of habit. So I thought I'd try actually taking them to the market and showing them what and where these foods were."

Now, three years later, without advertising, she fills the 8 to 10 slots on each of the four weekly tours. Reed charges \$35 a head, \$60 a couple.

Reed's tour alumni write her to say it's the first time they've ever really understood nutrition and had all of their nagging questions answered. What foods are lowest in fat? What are best for lowering blood cholesterol? What should they feed their kids?

They also write that they can now go to markets on their own without fear. As a reminder, they also get an 8-page list of the foods mentioned on the tour. (It's available

for \$3.95 by writing Leni Reed, Box 25 A, Addison, Texas, 75001-0025.)

The Tom Thumb supermarket in which she does the tour also benefits from the arrangement. Many of her clients stay after the tour and shop. And tour members tell her that they now see the store as providing an educational service to the community instead of merely pushing goods.

The companies that produce the foods mentioned also benefit, naturally, and to help all concerned benefit even more, Reed has asked those companies to provide coupons for her tour groups.

Beginning in May, any person or company interested in starting a similar tour business can buy Reed's "Supermarket Savvy Tour Self-Study Training Kit" complete with manual and audio cassettes. At \$245 a package, that's a healthy return on investment.

Laurie Werner

Self-help videos break the ice in modern dating game

Two new home videos, "How to Read a Woman Like a Book" and "How to Be the Love of His Life," produced by Westwood, Calif.-based Fox Hills Video, attempt to demystify the art of dating in the 1980s.

"I hate even thinking about it as a war between the sexes, but sometimes you've got to be a little strategic," says one of three actresses portraying single women in "How to Be the Love of His Life."

The video is divided into three sections: "Making the First Move," "The First Date," and "Working it Out." As the three women talk about experiences with men, they indulge in an authentic pig-out session. Are they sublimating food for the broken relationships? Their recollections are intercut with scenes staged in restaurants, bars and movie theaters.

Men also talk about how they feel. "I'll be

honest with you," says a guy. "It's scary to ask a woman out. You're definitely putting yourself in a vulnerable position."

"How to Read a Woman Like a Book" offers men insight into women's psyche. At the video's opening a young woman says, "What if you and I met at a bar, and I was sitting like this. Would you think I was trying to get your attention? You're not sure? Would you think I was ready to jump in your lap and have your babies? Well, sweetie, you've got a lot to learn."



Debra Gonsler, the videos' executive producer, says a profusion of "bad news" surveys on single women and their slim chances for matrimony, prompted her to make the video "How to Be the Love of His Life." "I wanted to do something very upbeat for women," she says.

To write the script, Gonsler, herself single, drew on her own experiences, and read "hundreds" of pop-psychology books. "A lot of the books say women have to compromise," she says, and agrees. "Some books had a real sense of manipulation, which I found abhorrent."

For "How to Read a Woman Like a Book," she drew on her years as a college professor. "I taught non-verbal communication. I learned that men don't pick up on a lot of non-verbal things."

Several areas are explored in the video for men, including gestures and power linguistics. "Everyone is trying to read the signals and not get hurt," she says.

Sharon Edelson

Looking for a gold mine in In-A-Gadda-Da-Vida?

It may be more than 25 years since the musical British Invasion, but Beatlemania lives on with the recent release of the first four Beatles albums on compact disc as well as in the pages of *Goldmine*, the national "bible" of record collecting.

According to a recent issue, Beatles, Rolling Stones, Yardbirds and Kinks discs are selling for record prices. For example, the Beatles famed "Butcher" cover, which showed dismembered dolls sitting in the Fab 4's laps, is yours for a mere \$1,000.

It was only last year when Sotheby's rock memorabilia auction grossed more than \$500,000 for Beatles' artifacts, including artwork by Paul McCartney.

"There's a lot of revival interest right now, fueled by last summer's tours by the

Monkees and the Grassroots," says Trey Foerster, *Goldmine*'s managing editor.

The reason for the interest in rock 'n' roll history can be traced to "the lack of meaningful rock and contemporary music; teenagers and young listeners want to go back to rock 'n' roll's roots," he says.

What makes a collector's item?

More than 14,000 avid collectors subscribe to the *Goldmine*, Wis.-based bi-weekly magazine just to find out. A few clues: picture discs and record sleeves; rock memorabilia; and 12-inch singles from the early days of punk rock. Bootleg recordings of Dylan and Springsteen that fans have been guarding for years probably are worth a little bit. "The older, the better," Foerster advises. Record collecting is in its infancy, although Foerster says almost anyone who grew up in the rock era probably has a wonderful collection gathering dust in a garage or spare bedroom. "They just don't know it," he says.

Laurie Freeman



Catalog browsing coming to a library in your neighborhood

If there's a HarrisCatalogLibrary Mail Order Catalog Center kiosk coming to a library near you, you'll soon be able to place orders for anything from azaleas to zoom lenses. This marketing service provides library patrons with a mini-marketplace of consumer goods, brings a new crowd of patrons into the library, provides direct marketers with a new and expanded market, and makes Warren Harris of Carmichael, Calif., one happy entrepreneur.

These kiosks provide library visitors access to about 5 million foreign and domestic products contained in some 1,000 indexed catalogs housed in metal binders. Generic order forms can be used to place and mail orders on the spot. Within the first year after installation in late 1985, Harris' prototype kiosk in Sacramento's Fair-oaks/Orangevale Library branch generated more than 3,500 known orders.



This quintessential one-stop shopping spot was duplicated last month in Schaumburg, Ill., in that Chicago suburb's state-of-the-art library.

Harris likens his modular mail-order concept to "a time capsule. It's a wonderful slice of Americana." He would like to set up his store-away-from-home in such places as overseas U.S. military bases, U.S. embassies and consulates, foreign bookstores, and cruise ships. "Where people have the time [and money]. We'll put in Gucci and Tiffany catalogs and let them go berserk," Harris says. Other possible sites include supermarkets and post offices.

Catalog companies may find their \$18

The hot seats

"Currents" takes a look at the latest concert scene with a listing of the top 10 concert draws for the past month.

Headliner supporting acts	Venue, city, dates	Total attendance (capacity), No. of shows	Promoter or sponsors	Gross ticket sales
1 Bob Seger & the Silver Bullet Band, Georgia Satellites	Joe Louis Arena, Detroit, Feb. 24-March 8	121,148 (17,306) 7 sellouts	Building Group, Blackbird Prods.	\$2,088,441
2 Genesis	Florida Citrus Bowl, Orlando, Fla. Feb. 28	48,120 (48,120) 1 sellout	Cellar Door, Michelob	854,130
3 Grateful Dead	Hampton Coliseum, Hampton, Va. March 22-24	41,400 (13,800) 3 sellouts	Monarch, John Scher, Cellar Door	599,836
4 Bob Seger & the Silver Bullet Band, Georgia Satellites	Richfield Coliseum, Richfield, Ohio Feb. 19-20	32,292 (16,146) 2 sellouts	Belkin Prods.	548,964
5 Billy Joel	Omni, Atlanta March 21-22	30,368 (15,184) 2 sellouts	Concert/Southern	531,142
6 Bon Jovi, Cinderella	The Omni, Atlanta, March 23-24	31,663 (15,831) 2 sellouts	Concert/Southern	490,777
7 Grateful Dead	Hartford Civic Center, Hartford, Conn. March 26-27	32,145 (16,072) 2 sellouts	Monarch, John Scher, Cross Country	486,724
8 Neil Diamond	Sportatorium, Hollywood, Fla., Feb. 27-28	28,069 (14,044) 2 sellouts	Cellar Door	471,880
9 Billy Joel	Sportatorium, Hollywood, Fla., Feb. 23-24	26,376 (13,188) 2 sellouts	Cellar Door	435,451
10 Bon Jovi, Cinderella	Cobo Arena, Detroit, March 10-11	23,998 (11,999) 2 sellouts	Brass Ring	395,967

Source: Amusement Business

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

April

	Current month		Year-to-date	
	1987	1986	1987	1986
Art & antiques				
Art & Antiques	98.7	43.2	250.4	192.5
Art News	125.0	113.0	436.0	382.0
Southwest Art	85.6	73.8	334.1	264.7
Total Group	309.3	230.0	1,020.5	839.2
% change		+34.5%		+21.6%

Auto/cycle/rec. vehicles				
Autoweek (52X)	142.3	133.6	544.2	547.6
Car & Driver	92.9	109.7	331.9	361.6
Car Collector & Car Classics	20.2	12.5	66.6	56.7
Car Craft	95.8	90.2	299.1	269.6
Circle Track	66.5	60.9	279.0	244.7
Cycle	73.5	68.3	197.4	203.8
Cycle Guide (9X)	53.7	69.3	166.1	178.3
Cycle World	79.0	75.5	230.8	214.8
Dirt Rider	41.9	57.9	138.3	174.5
Dune Buggies & Hot VWs	75.2	84.5	292.3	345.4
Family Motor Coaching	139.1	138.3	624.6	613.6
4 Wheel & Off-Road	89.5	97.5	299.0	328.5
Four Wheeler	97.0	85.0	319.0	322.0
Hot Rod	82.9	75.1	271.7	235.1
Motorcyclist	69.6	74.0	187.0	204.3
Motor Trend	87.5	66.9	282.8	263.2
Motorhome	83.0	104.1	314.1	365.2
Rider	64.2	69.6	170.1	196.1
Road & Track	105.5	134.3	356.5	382.4
3 Wheeling	43.7	59.1	161.2	237.4
Trailblazer	61.0	52.0	172.0	155.0
Trailer Life	108.6	117.1	392.4	458.2
Total Group	1,772.7	1,835.3	6,096.2	6,357.9
% change		-3.4%		-4.1%

Boating & yachting				
Boating	160.6	158.3	692.7	645.9
Chesapeake Bay	46.0	39.5	170.3	141.8
Cruising World	165.3	165.7	481.4	517.1
Lake and Boating (10X)	81.5	81.7	304.7	279.2
Motor Boating & Yachting	170.0	182.0	754.5	829.0
Sail	147.4	134.3	476.5	484.8
Small Boat Journal (6X)	64.1	60.0	122.9	113.1
Southern Boating	62.6	64.6	278.8	286.8
Trailer Boats (11X)	68.4	53.8	269.2	196.0
Western Boatman (6X)	—	—	82.4	94.7
Yachting	136.3	138.5	609.2	618.2
Total Group	1,102.2	1,078.3	4,242.5	4,206.5
% change		+2.2%		+0.9%

Canadian				
L'Actualite	115.2	101.8	308.3	325.8
Chatelaine	—	—	—	—
English Edition A.	108.7	120.2	295.8	383.4
French Edition	109.4	104.5	282.1	327.8
City & Country Home (10X)	—	—	168.5	140.6
Equinox	45.5	41.0	69.9	65.0
Flare A.	99.5	94.1	293.4	258.7
Harrowsmith-Canada (6X)	43.7	46.1	82.3	80.7
Maclean's (52X) A.	117.0	138.0	473.4	533.3
Moneywise	34.9	33.2	122.1	150.6
Reader's Digest:				
Canadian-English A.	78.4	88.8	256.3	343.8
Canadian-French A.	56.5	64.5	197.5	267.8
Toronto Life	117.8	107.3	348.1	336.5
Vancouver	69.3	88.2	230.7	278.9
Total Group	995.8	1,027.6	3,128.4	3,492.9
% change		-3.1%		-10.4%

Civic/fraternal				
American Legion	29.8	20.1	135.7	104.1
Elks (10X)	17.8	21.5	88.5	80.2
Kiwanis	19.1	19.3	54.4	59.5
Lion (10X)	8.0	5.5	33.2	21.1
Rotarian	16.6	13.0	60.5	55.9
V.F.W. (11X)	29.3	24.7	127.5	113.3
Total Group	120.6	104.1	499.8	434.1
% change		+15.9%		+15.1%

Comics				
DC Comics	7.0	6.0	27.0	25.0
Marvel Comics Group	9.0	6.0	34.0	27.0
Total Group	16.0	12.0	61.0	52.0
% change		+33.3%		+17.3%

General				
American Health (10X)	62.2	55.2	216.7	172.0
American West (6X)	—	—	72.5	92.8
The Atlantic A.	65.9	66.7	158.2	172.3
Bon Appetit A.	81.9	90.0	308.4	318.7
Changing Times	61.6	48.0	260.2	200.9
Connoisseur	92.7	75.4	265.2	240.0
Consumers Digest (6X)	—	—	53.8	58.0
Ebony	83.9	96.3	345.5	367.7
Fifty Plus	49.5	52.9	176.6	133.3
Food & Wine	68.4	49.0	204.0	168.6
Games (6X)	12.1	33.8	43.5	92.6
Golden Years	50.1	27.3	164.3	90.4
Gourmet	112.3	104.5	366.6	326.8
Harper's A.	48.9	20.3	137.4	92.3
Harrowsmith (6X)	—	—	104.6	91.3
Let's Live	49.0	47.0	188.0	184.0
Life	62.8	44.7	190.7	194.5
Modern Maturity (6X)	49.4	35.7	100.0	85.6
Money	150.8	129.9	505.0	463.5
Money Maker	8.7	—	8.7	—
Moneyworth (4X)	11.9	10.5	25.0	20.5
Mother Jones (9X)	15.5	22.1	54.7	63.9

	Current month		Year-to-date	
	1987	1986	1987	1986
National Geographic	21.8	20.6	69.6	87.1
National Geographic Traveler	45.4	46.0	145.4	146.0
Natural History	32.9	39.9	149.3	177.0
Prevention	57.5	66.3	164.0	255.1
Psychology Today	28.2	31.5	128.5	115.0
Reader's Digest A.	107.3	150.4	338.8	385.7
Rx Being Well (6X)	—	—	56.0	45.0
Saturday Evening Post (9X)	37.9	34.7	121.8	110.1
Signature	60.2	95.8	272.0	276.7
Smithsonian	81.6	97.4	174.2	248.0
Sylvia Porter's Personal Finance (10X)	51.3	42.8	219.3	140.9
Town & Country	146.4	128.2	451.5	454.2
Travel-Holiday	56.4	62.9	222.4	198.8
Vanity Fair	67.7	42.3	207.9	170.3
Writer's Digest	28.8	24.7	106.9	92.1
Yankee	98.5	73.8	320.9	286.0
Total Group	2,172.1	2,064.2	7,473.6	7,144.6
% change		+5.2%		+4.6%

Home				
Americana (6X)	—	—	54.8	68.8
Architectural Digest A.	142.2	136.3	437.6	436.4
Better Homes & Gardens	136.9	115.2	408.6	415.6
Colonial Homes (6X)	—	—	126.4	110.1
Columbus Monthly-Homes (4X)	29.8	30.4	52.4	52.3
Country Home (6X)	51.8	53.6	88.0	92.1
Country Living	103.3	80.6	330.5	296.4
Dallas/Ft. Worth	—	—	—	—
Home & Garden	67.6	90.2	219.3	326.4
Family Handyman (10X) A.	62.8	76.2	238.9	268.3
Flower & Garden (6X)	52.6	47.2	104.4	100.8
Home	54.1	60.6	189.1	192.9
Home Mechanics	69.9	66.6	233.7	281.0
The Homeowner (10X)	35.5	35.8	123.5	110.3
Horticulture	47.1	41.2	161.7	160.6
House Beautiful	76.1	98.0	260.4	295.7
House & Garden	115.0	117.8	346.0	354.8
Houston Home & Garden	97.2	107.0	271.8	320.5
Metropolis	57.6	40.1	177.4	100.8
Metropolitan Home	108.1	99.8	264.7	237.2
1,001 Home Ideas	67.3	40.8	208.1	172.9
Phoenix Home/Garden	76.2	80.2	305.0	293.5
Practical Homeowner	42.5	43.0	193.5	205.8
Roadside's Organic Gardening	68.9	64.0	256.5	288.9
San Diego Home/Garden	54.7	58.8	245.3	254.7
South Florida Home/Garden	39.8	34.2	151.6	127.6
Southern Accents (6X)	—	—	178.9	205.9
Southern Living	149.1	189.0	472.7	563.3
Sunset Magazine A.	150.9	167.4	440.6	549.3
Texas Homes	76.2	75.9	200.9	274.9
Workbench (6X)	—	—	109.1	118.7
Total Group	2,033.1	2,049.7	6,851.3	7,285.2
% change		-0.8%		-6.0%

Inflight & other passenger				
Aboard Group (7X) (6X)	—	—	52.1	42.8
Alaska Airlines	53.8	56.7	217.6	207.8
America West Airlines	43.2	25.0	171.4	50.0
American Way (24X)	100.9	110.0	388.8	376.6
Brighton Inflight Group	—	—	—	—
Braniff	14.4	10.8	46.0	39.0
Continental	45.8	36.2	161.1	114.1
Hawaiian Air (6X)	—	—	13.1	—
East/West Network	—	—	—	—
Eastern Review	75.8	98.0	314.0	396.8
Northwest	40.3	46.7	174.3	183.8
PSA Magazine	71.5	82.2	301.5	350.5
Pan Am Clipper	40.7	43.2	158.1	188.3
Spirit	54.7	99.3	236.5	369.3
TWA Ambassador	44.3	—	187.3	—
United	59.2	100.5	235.8	367.6
Halsey Publications:				
Air Cal	59.8	54.0	210.0	184.9
Delta Sky	83.7	102.5	305.7	296.0
US Air	44.2	50.5	171.5	170.5
Pace	91.5	110.2	328.4	329.8
Spirit of Aloha (6X)	—	—	128.8	117.7
Total Group	923.7	1,025.8	3,801.9	3,785.5
% change		-10.0%		+0.4%

Men's				
Esquire A.	103.3	115.5	321.0	335.0
Firehouse Magazine	43.0	163.8	44.3	169.4
Gentlemen's Quarterly A.	158.2	176.8	526.2	597.3
M Magazine	66.5	68.3	285.2	224.5
Penthouse A.	41.5	30.6	156.3	139.6
Playboy A.	46.8	75.4	187.0	243.5
Salute (8X)	24.4	—	52.7	21.5
Total Group	483.7	630.3	1,572.7	1,730.8
% change		-23.3%		-9.1%

Metropolitan				
Aloha (6X)	—	—	61.4	53.5
Atlanta	60.3	50.5	214.5	194.5
Baltimore	76.3	89.4	280.7	289.9
Boston	150.2	142.1	560.5	551.9
California	50.0	54.5	223.6	224.2
Chicago	120.1	147.8	398.8	457.6
Chicago's North Shore	78.2	72.6	306.4	284.2
Cincinnati	65.7	65.2	205.3	237.6
Cleveland	118.9	74.4	281.6	266.9
Coast (52X)	278.0	234.7	711.4	542.2
Columbus Monthly	88.1	91.9	243.9	242.8
Connecticut	120.8	99.2	392.5	362.0
D/Magazine, Dallas/Ft. Worth	107.4	133.1	431.3	485.4
Denver	39.3	36.4	120.8	132.6
Detroit Monthly	78.4	59.3	265.5	308.5
Grand Rapids	49.3	38.6	145.7	144.8

	Current month		Year-to-date	
	1987	1986	1987	1986
Gulfshore Life (10X)	85.8	63.0	426.8	378.0
Honolulu	52.3	61.2	215.1	224.0
Houston City	46.0	68.6	160.2	210.5
Louisiana Life (6X)	—	—	64.6	79.2
Madison	57.1	57.0	128.1	148.0
Memphis	78.0	81.0	305.0	280.0
Metropolitan Detroit	61.5	80.0	221.5	263.3
Miami/South Florida	77.3	76.3	225.2	295.6
Mid Atlantic Country	42.5	41.3	148.6	147.6
Milwaukee	56.8	83.0	208.1	261.5
Minneapolis/St. Paul	121.5	111.5	394.0	371.0</

(Continued from Page 89)

April

	Current month		Year-to-date	
	1987	1986	1987	1986
Women's Sports & Fitness	26.3	28.0	91.8	83.3
World Tennis	32.5	32.7	96.4	112.6
Total Group	2,177.3	1,991.8	8,625.9	8,154.8
% change		+9.3%		+5.8%

Photography

American Photographer	31.3	35.8	117.8	145.1
Petersen's Photographic	32.0	24.3	101.6	91.6
Popular Photography	74.3	63.4	267.2	254.3
Total Group	137.7	123.5	486.5	491.1
% change		+11.5%		-0.9%

Religious

Charisma	53.5	54.8	196.6	217.7
Christian Herald (11X)	28.5	28.8	113.2	121.7
Christian Life	25.5	26.7	100.3	110.2
Christianity Today (18X)	81.3	49.5	230.5	220.3
Ministries Today (6X)	37.9	58.3	77.1	136.7
Moody Monthly (11X)	45.5	39.0	165.1	194.9
Our Sunday Visitor (52X)	17.4	10.1	54.8	44.6
Today's Christian Woman (6X)	—	—	65.7	54.8
Total Group	289.7	267.2	1,003.3	1,100.8
% change		+8.4%		-8.9%

Science/electronic/mechanic

Discover	42.9	29.7	183.0	129.4
Family Computing	40.1	36.7	195.5	168.8
Omni	58.0	62.3	220.3	220.9
Personal Computing	132.7	116.1	508.1	427.7
Popular Mechanics	102.3	95.7	354.0	362.0
Popular Science	69.2	94.2	268.4	303.6
Scientific American	27.0	36.7	132.1	131.0
Spectrum	62.3	86.6	269.1	372.9
Total Group	534.4	558.0	2,130.4	2,116.3
% change		-4.2%		+0.7%

Woman/fashion/service

Bride's Magazine (6X) A	324.7	275.9	906.5	794.4
Cosmopolitan A	200.8	209.0	765.0	758.9
Essence	77.1	114.3	281.2	325.4
Family Circle (17X) A	129.0	127.7	460.7	552.9
Glamour	240.0	217.4	741.0	684.1
Good Housekeeping A	165.6	156.3	509.1	604.8
Health	52.2	36.5	179.8	154.5
Ladies' Home Journal	114.5	114.5	393.1	447.2
Mademoiselle	188.7	167.4	578.8	462.9
McCall's	89.6	88.8	361.4	347.9
Military Lifestyle	46.9	32.2	186.8	155.2
Modern Bride (6X)	242.4	206.5	817.4	706.3
Ms	38.3	38.7	145.1	148.5
New Woman	92.8	82.4	308.4	276.3
Parents Magazine A	122.5	96.8	389.6	311.4
Redbook	96.7	81.6	363.1	301.1
Self	127.1	97.8	386.2	301.5
Seventeen	139.7	118.9	485.9	417.4
Shape	76.5	72.5	280.9	275.2
Soap Opera Digest (26X)	25.4	26.2	74.3	79.2
'Teen Magazine	62.0	55.2	192.2	162.9
True Story A	52.9	190.7	46.0	192.6
Vogue	251.5	233.1	1,068.1	1,033.4
W Magazine	94.6	61.6	508.3	463.3
Woman (9X)	35.5	27.0	99.0	51.0
Weight Watchers	30.0	35.5	129.7	140.7
Woman's Day (16X) A	108.6	115.9	494.3	487.2
Workbasket	32.2	30.2	136.7	152.5
Working Mother	78.3	68.2	302.9	261.6
Working Woman	106.7	118.7	359.9	395.0
Total Group	3,442.8	3,297.3	11,951.5	11,594.0
% change		+4.4%		+3.1%

Youth

Boys' Life	12.8	12.2	60.6	64.1
Campus Life (10X)	29.6	29.3	165.9	185.2
Total Group	42.4	41.5	226.5	249.3
% change		+2.0%		-9.2%

March

	Current month		Year-to-date	
	1987	1986	1987	1986

Business/national

Barron's	253.7	232.1	591.5	550.8
Black Enterprise	39.4	40.8	180.4	205.5
Business Week (52X) A	397.3	371.5	847.4	817.5
Dun's Business Month	36.0	55.0	90.1	132.3
Financial World (26X)	63.6	49.3	181.2	138.7
Forbes (26X)	209.6	250.4	590.1	631.6
Fortune (26X)	227.9	246.2	495.7	584.3
Frequent Flyer	47.1	65.3	145.4	169.7
Futures	53.0	49.0	140.8	134.5
High Technology	22.7	24.5	50.4	54.5
Inc. Magazine A	68.9	80.9	208.5	214.0
Income Opportunities	87.9	66.7	185.7	145.6
Industry Week (25X) A	77.6	105.5	197.7	230.1
Nation's Business (12X) A	22.0	28.2	78.1	96.5
Personal Investor (6X)	—	—	40.0	—
Savvy	35.7	35.0	103.3	85.2
Venture	67.6	75.0	196.6	180.5
Total Group	1,710.0	1,775.3	4,322.9	4,371.2
% change		-3.7%		-1.1%

Business/regional

Advantage-Nashville	49.0	73.0	160.0	164.0
Arizona Bus. Gazette (52X)	25.9	41.6	92.0	99.7
Baltimore Bus. Journal	112.9	90.5	262.2	185.2
Boston Bus. Journal (52X)	147.3	172.4	346.8	409.3
Business Atlanta	56.5	62.8	151.9	158.6
Business First of Buffalo	85.3	68.8	195.3	178.8
Business First of Columbus	126.9	95.3	290.6	232.1
Business Journal-Milwaukee	139.1	128.4	337.5	322.5
Business Journal-Sacramento	62.8	47.4	156.8	117.0

	Current month		Year-to-date	
	1987	1986	1987	1986

Business North Carolina	44.5	33.0	108.5	101.7
Capital Dist. Bus. Review (25X)	96.5	—	231.9	—
Cincinnati Business Courier	121.1	107.8	306.0	223.9
Corporate Report Kansas City	25.1	37.5	60.7	102.3
Crain's Chicago Bus. (52X)	169.4	173.0	415.4	438.0
Crain's Cleveland Bus. (52X)	64.7	63.9	141.9	163.8
Crain's New York Bus. (52X)	38.3	40.1	82.7	91.3
Florida Trend (13X)	66.9	74.5	212.3	228.3
Georgia Trend	67.1	39.9	203.5	139.4
Grand Rapids Bus. Journal	53.0	33.5	125.3	83.6
Hawaii Business	39.3	41.7	119.0	116.5
Houston Bus. Journal (52X)	69.2	83.2	147.7	212.1
Indianapolis Bus. Journal (52X)	143.8	161.9	380.4	398.5

InterCorp-Connecticut (26X)	65.0	71.5	208.9	216.0
Manhattan Inc.	77.4	70.6	202.8	180.8
New England Bus. (20X) A	76.2	103.3	157.3	222.1
New Orleans City Business	71.7	92.1	153.7	192.1
Pacific Bus. News (52X)	138.6	128.5	315.3	320.0
Philadelphia Bus. Journal (52X)	172.2	128.4	389.2	312.8
Pittsburgh Bus. Times (52X)	156.6	128.0	356.5	283.8
Providence Business News	77.9	—	180.2	—
Regardie's/Washington	127.7	116.1	384.2	338.6
San Diego Bus. Journal (52X)	46.7	36.9	105.9	83.6
South Florida Bus. Journal	125.8	118.8	340.8	330.3
St. Louis Bus. Journal (52X)	135.8	157.4	350.8	390.2
Texas Business	34.9	53.4	97.4	146.3
Worldwide Monthly	57.0	48.8	177.5	48.7
Total Group	3,167.7	2,923.9	7,948.8	7,231.6
% change		+8.3%		+9.9%

National Sunday magazines

Parade (52X)	52.1	69.6	154.3	162.5
USA Weekend (52X)	46.0	66.0	121.6	163.1
Total Group	98.1	135.6	275.9	325.6
% change		-27.7%		-15.3%

Newspaper Sunday magazines

Boston Globe	218.7	222.1	544.9	550.9
Chicago Tribune	150.7	145.5	295.5	270.0
Cleveland Plain Dealer	68.7	69.7	134.8	114.4
Columbus Dispatch	48.2	60.7	106.5	103.6
Detroit News	96.0	103.0	207.0	222.0
L.A. Times	47.1	67.3	243.3	196.1
Louisville Courier-Journal	70.6	84.7	168.7	179.9
Miami Herald	49.1	68.2	123.5	134.2
New York Times Magazine	567.5	535.6	955.6	932.0
Philadelphia Inquirer	80.5	105.0	171.5	196.0
Seattle Times	71.0	68.0	140.0	133.0
St. Louis Post-Dispatch	99.0	74.2	202.4	147.7
Toledo Blade Magazine	44.3	48.2	96.5	113.4
Washington Post	185.6	161.0	380.6	394.5
Total Group	1,797.0	1,813.3	3,770.8	3,687.8
% change		-0.9%		+2.3%

Weeklies/biweeklies

The Advocate (26X)	137.5	127.2	367.2	363.2
Army Times Military Group	177.9	206.8	464.4	504.7
Army Times (52X)	170.2	193.2	449.6	470.8
Navy Times (52X)	194.7	221.9	508.5	543.1
The Blood-Horse (52X)	325.2	397.0	1,465.8	1,336.4
Copper's Weekly (26X)	40.2	25.9	116.8	86.3
Commonwealth (22X)	8.2	13.1	27.0	29.2
Golf World (43X)	83.0	87.0	254.0	246.5
Grit (52X) A	27.6	25.7	102.1	74.3
National Journal (50X)	44.3	55.5	146.2	149.7
National Review (25X)	38.6	32.3	90.5	86.4
New Republic (48X)	43.5	38.1	97.9	97.2
New York Magazine (50X)	288.8	300.4	631.3	630.8
New Yorker	233.3	238.5	551.7	548.5
Newsweek (52X) A	234.9	237.8	562.9	560.5
People (52X)	312.0	324.9	733.3	757.9
Sporting News (52X)	51.5	45.6	140.3	163.8
Sports Illustrated (52X) A	221.4	195.9	598.2	632.7
Time (52X) A	245.0	233.6	564.7	578.8
Travelhost (52X) C	2,985.0	2,895.0	8,520.0	8,434.0
TV Guide (52X) A	297.3	334.9	994.7	1,019.3
TV Update (52X) C	2,678.0	2,632.0	7,054.0	6,820.0
Us Magazine (26X)	40.9	35.2	99.9	103.7
U.S. News & World Report A	162.9	153.4	357.1	359.5
Total Group	9,041.9	9,050.7	24,898.0	24,597.1
% change		-0.1%		+1.2%

Foreign

Business Week Int'l (52X)	119.4	131.2	249.2	287.7
De Armas Publications	—	—	—	—
Geomundo	—	—	—	—
Central America	4.0	2.0	11.0	7.0
Chile	3.0	2.0	10.0	7.0
Colombia	10.0	4.0	27.0	16.3
Ecuador	4.0	2.0	11.0	6.0
Mexico	6.5	7.5	16.5	12.5
Peru	3.0	2.0	8.0	5.0
Puerto Rico	4.0	—	14.0	3.0
U.S.	3.7	2.7	8.0	11.0
Venezuela	15.0	13.0	34.0	26.0
Hombre De Mundo	—	—	—	—
Central America	6.0	6.0	13.0	17.0
Chile	7.0	5.0	14.0	14.0
Colombia	8.3	9.5	19.3	28.8
Ecuador	6.0	3.0	10.0	12.0
Mexico	7.5	7.0	20.0	15.0
Peru	4.0	3.0	8.0	9.0
Puerto Rico	6.0	4.0	13.0	10.0
U.S.	23.7	22.2	38.3	32.5
Venezuela	13.0	12.0	35.0	35.0
Ideas Para Su Hogar	—	—	—	—
Colombia	7.3	5.0	18.8	20.7
Ecuador	1.0	3.0	1.0	4.0
Mexico	5.8	1.0	11.7	3.0
Peru	3.0	1.0	11.5	3.0
U.S.	4.0	3.0	13.0	9.0
Venezuela	4.0	6.5	9.0	20.5

	Current month		Year-to-date	
	1987	1986	1987	1986

Mecanica Popular	—	—	—	—
Argentina	5.7	3.3	21.0	7.0
Central America	6.7	9.7	24.0	25.3
Chile	4.7	5.0	11.0	14.3
Colombia	14.7	10.5	43.5	41.2
Mexico	10.5	9.5	33.8	23.